

City of Alexandria, Virginia

MEMORANDUM

DATE: December 2, 2015

TO: Ad Hoc Group on Signage

FROM: Alex Dambach, AICP, Division Chief – Land Use

SUBJECT: Phase I Policy Changes relating to Signage in Rights of Way

Included in the materials for the group's December 7, 2015 meeting are proposed Zoning Ordinance and City Code amendments that would respond to the Reed v. Town of Gilbert Supreme Court Decision and help implement the group's Wayfinding Signage proposals. The proposed amendments would remove any regulation and/or allowance of signs in rights of way from the Zoning Ordinance, and they would strengthen the City's regulatory authority over signs in the right of way in the City Code. Essentially, as currently proposed, the amendment would limit signs in rights of way to governmental signage including informational and wayfinding signage and remove allowance of non-governmental signage from rights of way.

Also included are updated versions of the policy document for Wayfinding Signage based on suggestions from the November 11, 2015 meeting and a survey of existing A-Frame Wayfinding signs indicating how many businesses are using the signs and which signs contain businesses that have closed.

The goals for Phase I, which would be adopted in January, are to address regulations of signage in the rights of way and to begin the transition of wayfinding signage from the A-Frame format to the monument signage format.